

# Time Warner Cable Navigation Apps



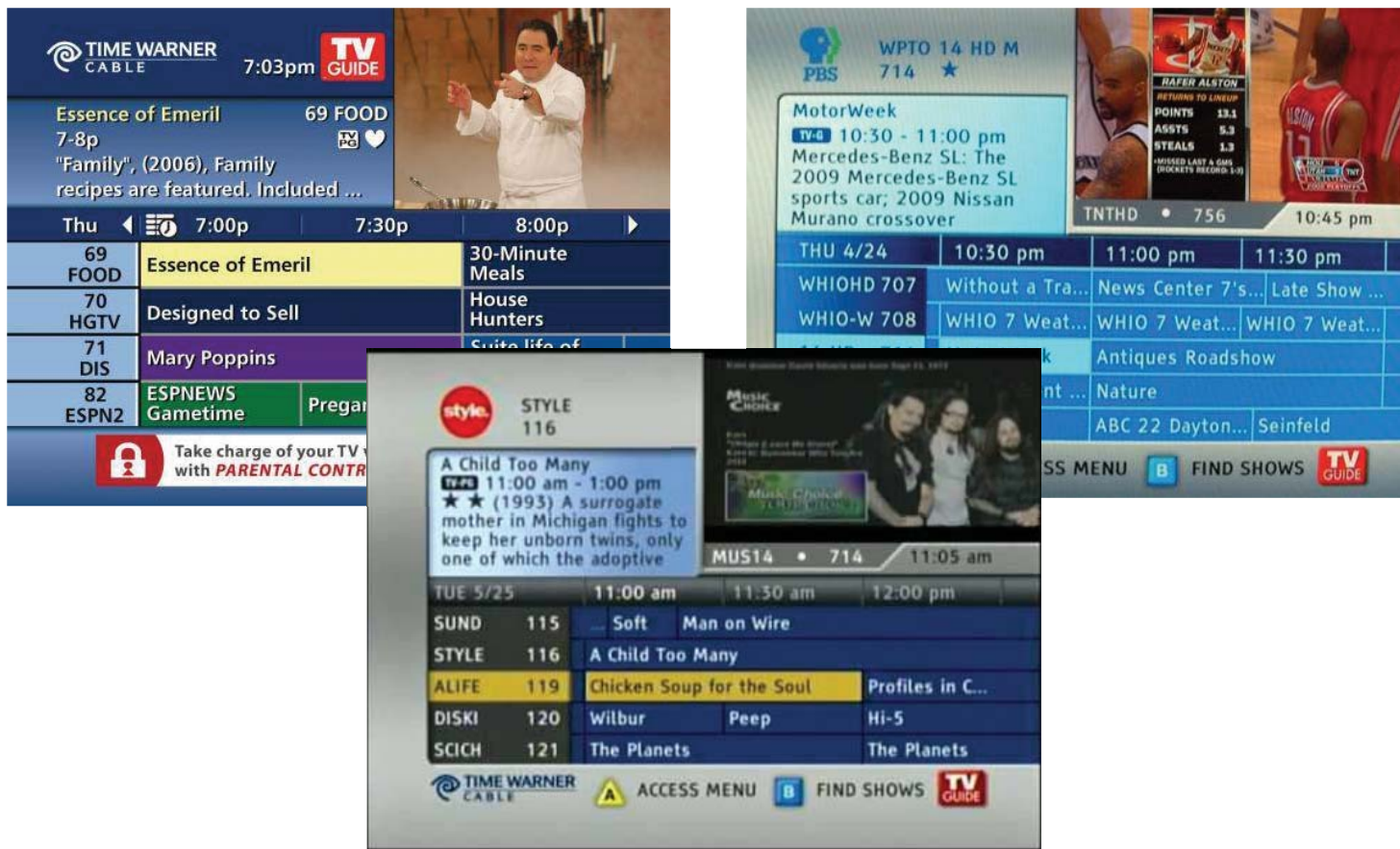
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# Navigation Apps



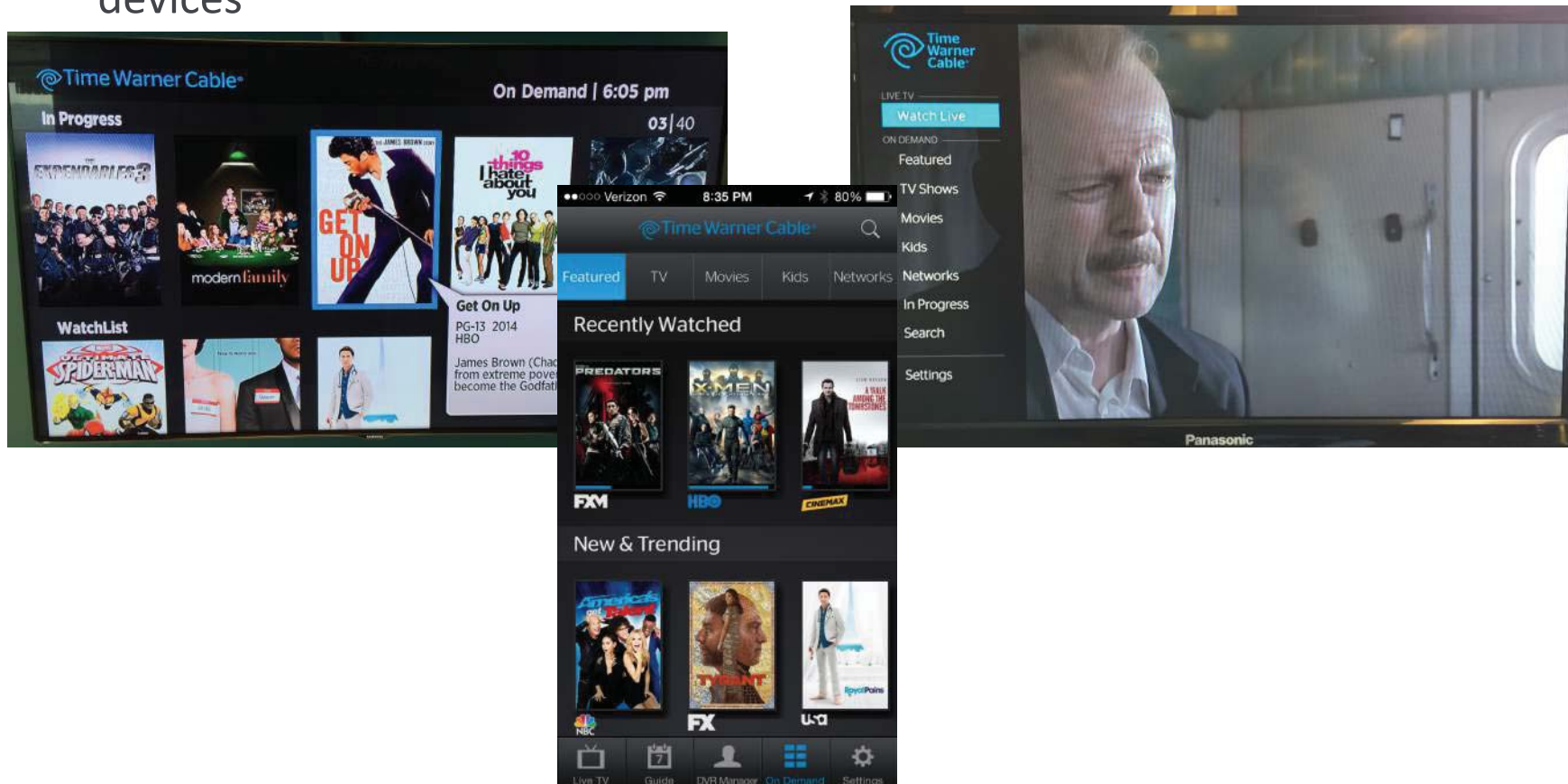
- Traditional Cable Navigation Apps or EPGs were restricted by technology limitations
- The User Interface was static, and modifications were rare...
- Content was delivered only to leased STBs





# IP Video to Consumer Devices

- The introduction of DOCSIS Cable Modems providing High Speed Data services and IP Video distribution along with consumer platforms with advanced application environments has allowed the rapid development of new video navigation applications, across multiple consumer owned devices



# Time Warner Cable IP Video Applications



- TWCTV is currently ported across 9 platforms, including gaming stations, tablets, smartphones, Roku, and Smart TV with no STB. Provides consumer with a choice of devices.
- The Application UX is designed and implemented by TWC to provide the common experience desired for interacting with TWC services.
  - A consistent interface between devices allows for common marketing and customer education material.
  - Customer support between different devices is made easier by a consistent customer experience.
  - As a consumer moves from device to device the experience is common and helps to build brand recognition.
- Content rights are more complex today, and different distributors have different rights and rules about how their content can be used.
  - Apps allow us to enforce these restrictions which in turn allows us to get the rights from our programming partners, and provide content to consumers.



## Time Warner Cable Video Applications

Thomas Riedl, head of Google's Android TV has explained:

*“**Content owners and distributors** are one of the key stakeholders for us. For them, what’s crucial is they want to deliver the best user experience and make sure that the content they provide to the user is displayed exactly as they broadcast it. Also in their role as app developer, **they need to be able to completely control the experience.** Android TV allows them to do all of these things based on our proven technology platform.”*

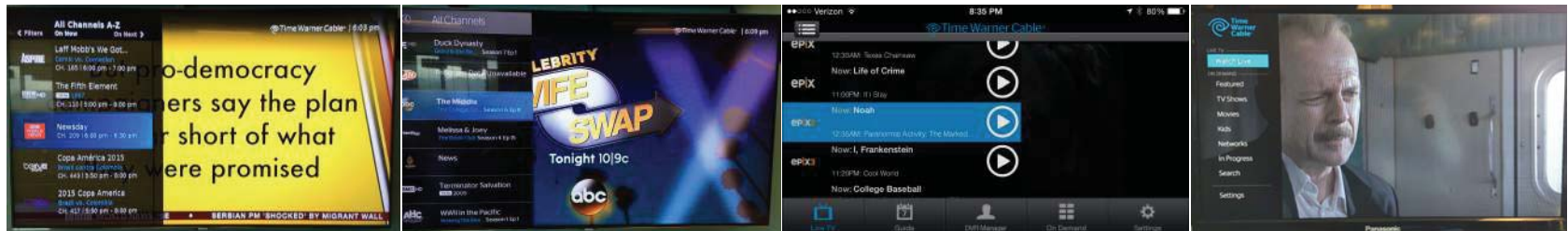
*IPTV News 4/21/15, <http://www.iptv-news.com/2015/04/google-google-tv-has-evolved-into-android-tv/>*



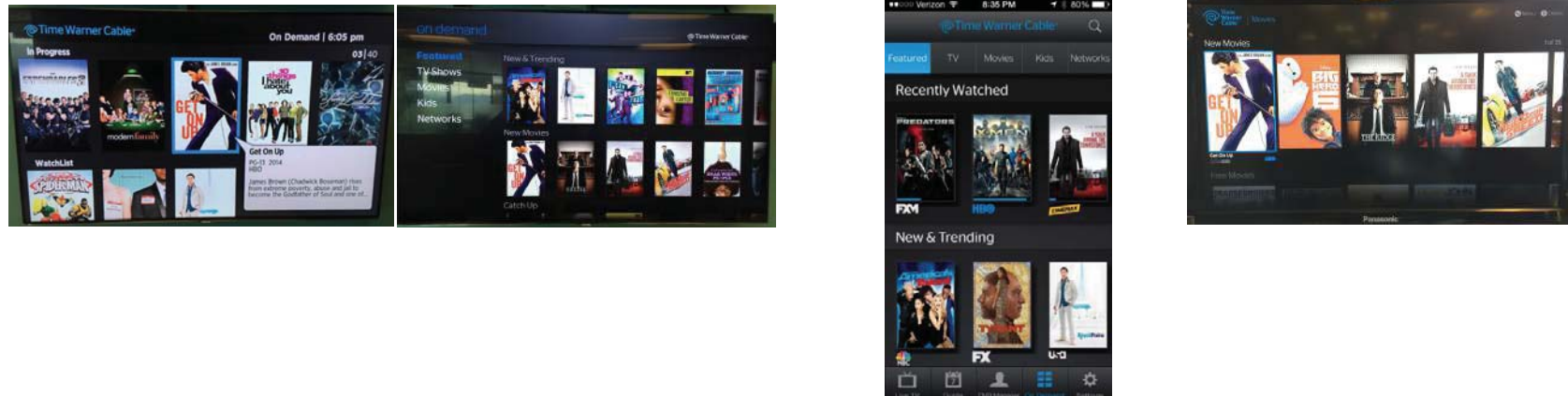
# Apps allow TWC to present a consistent interface to our services



Menu



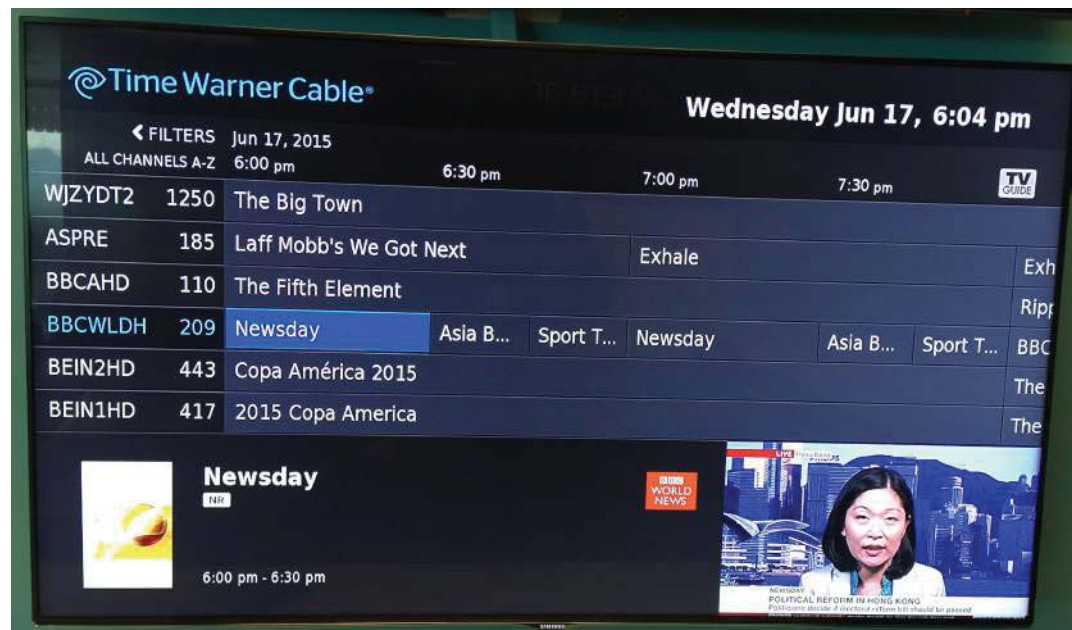
VOD



# Case Study: Grid Guide



- The Grid Guide is a complex component because of large amounts of always changing data. Customers are comfortable and expect this feature to navigate linear TV listings.
- TWC has developed a grid guide on multiple platforms and understands the key areas required to optimize performance on limited resource platforms.
- The Roku platform team did not believe that development of a well performing grid guide was possible, TWC because of its experience was able to develop this and deploy this to the Roku platform.



Grid Guide on Roku



# App Development and Distribution

- Each platform has a unique development environment and developer portal for distribution of applications via an app store.
- In the competitive market for consumer devices, device manufactures continue to innovate and deploy new versions of their hardware and software. In the competitive market for apps and services, our app development innovates rapidly and deploys new features and versions of apps frequently.
- The days of 2 or 3 application updates per year, is no longer an option.
- Consumer devices like Roku, iOS, and Android provide not only the app platform for innovation but also the infrastructure to quickly deploy new versions to customers and to deploy to new customers without the need for a truck roll.
- Ultimately the consumer benefits with new features and a better user experience!



## HTML5 and VidiPath



- Many of the devices that we support require unique development tools
- Some of these platforms are starting to move toward HTML5, TWC is in full support of this direction.
- While we currently support 9 device types, we would like to support all platforms that our customers use.
- VidiPath and HTML5 would allow us to use the same application, developed in HTML5, to support many more devices.

# Demos



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